

**Title:** Use of WIC Acronym and Logo

**Purpose**

Ensure enforcement of WIC requirements and protect against infringement of service marks. The WIC acronym and logo are service marks owned by the USDA, and all rights therein and goodwill pertaining thereto belongs exclusively to USDA.

**Authority**

Policy Memorandum #2009-1

**Policy**

Montana WIC authorized retailers and food manufacturer contractors are not permitted to use the WIC service mark or logo to avoid giving the impression to the Program participants that the business is affiliated with or sponsored by the State agency, USDA or the WIC Program, when this is not true.

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- I. WIC acronym, service marks and logo may not be used in a retailer or manufacturer name.**
- II. WIC acronym, service marks and logo may not be used on a manufacturer's goods label, packaging, tag or container.**
- III. Authorized retailers and manufacturer contractors may not apply stickers, tags, or labels having the service marks thereon to WIC-approved products.**
- IV. Retailers may use channel strips or shelf talkers using the service marks to identify WIC- approved products, including channel strips or shelf talkers provided by manufacturers if they have been submitted to the State office and received approval, or have been issued by Montana WIC.**
- V. Retailers may use the WIC acronym, service marks and logo in advertising or promotional materials used to inform the public that the retailer is WIC-authorized, such as the "We Accept WIC" decal provided by Montana WIC. Retailers and manufacturer contractors may not use the acronym, service marks and logo in any other advertising or promotional literature unless it is submitted to and approved by the State WIC office.**